

Appln No. 09/575,132  
Amdt. Dated January 23, 2004  
Response to Office action of September 25, 2003

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### REMARKS/ARGUMENTS

Page 1 of the specification has been amended to update the list of co-pending applications with USPTO application serial numbers.

With regard to item 3 of the Action, claim 10 (new claim 9) has been amended to replace "information" with "document".

With regard to item 5, the independent claims have been amended to include a limitation that the defined printed document is formatted according to "stored user preferences" to include information with content targeted to demographics of a user.

We note the Examiner has indicated the formatting of a document according to user preferences and the targeting of content to demographics of a user are well-known marketing methods and that it would have been obvious to combine those methods with the teachings of the cited "Intelligent Paper" reference. However, it is respectfully submitted that is not in fact the case.

The "Intelligent Paper" article provides a disclosure of a document with interactive elements that allow for various types of information to be down-loaded from the Internet and made available at a peripheral device such as a computer display or a printer. Such a document provides a medium of communication equivalent to a computer screen and uses a pointer to transmit various requests for additional information, equivalent to a mouse click on a computer screen. The additional information that is sought is determined solely on the basis of information on the document itself.

The present invention, on the other hand, utilises a fully integrated system that not only allows a user to request additional information from an interactive document, in a manner similar to that disclosed in the Intelligent Paper article, but also to store format preferences specific to the contact printed in the document. That functionality is clearly not contemplated by the prior art article. Further, there is nothing to suggest a person skilled in the art would have even considered the use of stored user preferences, particularly in combination with demographic targeted marketing, with an "Intelligent Paper" document since there is simply no disclosure or suggestion in the prior art of a system that could possibly support that functionality.

The present invention, however, is built upon a system specific to interactive paper which provides user and commercial advantages far beyond that obtainable with the information request type methodology of the Intelligent Paper article.

More particularly, the system of this application utilises a microelectromechanical ink-jet printer which can produce an intelligent page at a user location. The printer operates in combination with a pen device which is registrable on a registration server. The provision of a registration server allows demographics of a user to be captured. Those demographics can be accessed by a publication server which also holds customisation information which is input by the user such that a printed document, in the form of a news publication, can be formatted in accordance with previously stored user preferences.

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As such, the publication server can provide both editorial content according to the reader's explicitly stated and implicitly captured interest profile, as well as advertising content, personalised according to the reader's locality and demographic.

The publication server can thereby automatically handle the aggregation and formatting of news streams selected directly by the reader as well as being able to place advertising on pages over which no editorial control would otherwise be exercised. The overall system, with available demographics of the user registration server, allows advertising space to be defined in greater detail, which thereby allows advertising to be sold at closer to its true value. The advertising is also linked directly to detailed product information and on-line purchasing to thereby raise the intrinsic value of the advertising space.

The method and system of the present claims represents a particular and inventive application of user preference and demographic information, which allows an "intelligent" printed document to be utilised in a manner which is clearly distinguished over the cited prior art. The prior art article itself merely discloses a conceptual format of intelligent or interactive paper but does not otherwise contemplate the more advanced system and use of registration and publication servers, which allows the present invention and its application of targeted content and formatting of printed documents in accordance with user preferences to be realised. There is also nothing to suggest how or why a person skilled in the art would have arrived at the present invention, which is specific to intelligent paper and the underlying technology described in this application, despite user preference formatting and targeting of information being known marketing methods with conventional communications media.

In light of the above, it is submitted the invention, as now defined, is clearly distinguished over the cited prior art.

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It is respectfully submitted that all of the Examiner's objections have been successfully traversed. Accordingly, it is submitted that the application is now in condition for allowance. Reconsideration and allowance of the application is courteously solicited.

Very respectfully,

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